



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-03-2012 PAGE: 1 of 4

LUC MEDIA INC - 5515  
ATTN: CHRIS BRIMER  
25 WHITLOCK PLACE SW  
SUITE # 201  
MARIETTA GA 30064

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403311	10-23-2012	11-02-2012	7	TRIVEDI FOR CONGRESS, MANAN	TRIVEDI FOR CONGRESS-CD#6	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title					
			247006	PHILADELPHIA	A. CLIFFORD	10-26-2012	11-06-2012	M (Broadcast Month, Cycle 1)							N	247006					
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$		
1	10-29-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			9	15	X	X	X	X	X			6	325	6	1,950.00		
			(BOOKENDS)																		
2	11-05-2012	11-05-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)			9	15	X							2	325	2	650.00		
			(BOOKENDS)																		
3	10-29-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			9	15	X	X	X	X	X			8	750	8	6,000.00		
			(BOOKENDS)																		
4	11-05-2012	11-05-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)			9	15	X							2	750	2	1,500.00		
			(BOOKENDS)																		
5	10-29-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			9	15	X	X	X	X	X			18	750	18	13,500.00		
			(BOOKENDS)																		
6	11-05-2012	11-05-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)			9	15	X							4	750	4	3,000.00		
			(BOOKENDS)																		
7	11-03-2012	11-03-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SA (7098)			9	15						X		2	350	2	700.00		
			(BOOKENDS)																		
M	MG Group #	Preempted	Rate Reason		MG Description			Duration													
	CM 336046	11-03-2012	(7)	350 PER SALES	2 X 15 @ \$650 M 04:00PM - 05:00PM - 11/05/12-		8	15	X								2	650	2	1,300.00	
		11-03-2012	(7)	350 PER SALES	11/05/12 (7239) (Bookends)																
		11-03-2012	(7)	350 PER SALES																	
		11-04-2012	(9)	325 PER SALES																	
		11-04-2012	(9)	325 PER SALES																	
		Total:	1,350													Preempt Total:		-4	-1,350.00		
8	11-03-2012	11-03-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)			9	15					X			2	350	2	700.00		
			(BOOKENDS)																		
9	11-04-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)			9	15						X		2	325	2	650.00		
			(BOOKENDS)																		
M	MG Group #	Preempted			MG Description																
	336046	11-04-2012			Combined MG: Host Line: 7																
		11-04-2012																			

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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403311	10-23-2012	11-02-2012	7	TRIVEDI FOR CONGRESS, MANAN	TRIVEDI FOR CONGRESS-CD#6	POLITICALS	WPVI - PHILADELPHIA

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing						Package	Contract Title		
			247006	PHILADELPHIA	A. CLIFFORD	10-26-2012	11-06-2012	M (Broadcast Month, Cycle 1)						N	247006		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
10	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	9	15							X	2	325	2	650.00
			(BOOKENDS)														
11	10-29-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	15	X	X	X	X	X			16	1,100	16	17,600.00
			(BOOKENDS)														
	MG Group #	Preempted	Rate	Reason	MG Description	Duration											
	336221	10-29-2012	1,100	HURRICANE COVERAGE	2 X 15 @ \$1,400 Su 11:30PM - 12:00AM - 11/04/12-11/04/12 (6996) (Bookends),	8	15						X	2	1,400	2	2,800.00
		10-29-2012	1,100	HURRICANE COVERAGE	2 X 15 @ \$500 Th,F 05:00AM - 06:00AM - 11/01/12-11/02/12 (6948) (Bookends),	8	15			X	X			2	500	2	1,000.00
		10-29-2012	1,100	HURRICANE COVERAGE	2 X 15 @ \$250 Su 12:00PM - 01:00PM - 11/04/12-11/04/12 (7060) (Bookends),	9	15						X	2	250	2	500.00
		10-29-2012	1,100	HURRICANE COVERAGE	2 X 15 @ \$50 S 01:35AM - 02:35AM - 11/03/12-11/03/12 (7767) (Bookends)	9	15					X		2	50	2	100.00
		Total:	4,400											Preempt Total:		-4	-4,400.00
12	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	15	X							2	1,100	2	2,200.00
			(BOOKENDS)														
13	10-29-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	15	X	X	X	X	X			10	1,500	10	15,000.00
			(BOOKENDS)														
14	11-05-2012	11-05-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)	9	15	X							2	1,500	2	3,000.00
			(BOOKENDS)														
15	10-29-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	8	15	X	X	X	X	X			10	1,500	10	15,000.00
			(BOOKENDS)														
	MG Group #	Preempted	Rate	Reason	MG Description	Duration											
	336333	11-02-2012	1,500	PER SALES MANAGEMENT	2 X 15 @ \$1,400 Su 11:30PM - 12:00AM - 11/04/12-11/04/12 (6996) (Bookends),	8	15						X	2	1,400	2	2,800.00
		11-02-2012	1,500	PER SALES MANAGEMENT	2 X 15 @ \$100 S 12:35AM - 01:35AM - 11/03/12-11/03/12 (7766) (Bookends)	8	15					X		2	100	2	200.00
		Total:	3,000											Preempt Total:		-2	-3,000.00
16	10-29-2012	11-02-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)	9	15	X	X	X	X	X			10	1,500	10	15,000.00
			(BOOKENDS)														
17	10-29-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	7	15	X	X	X	X	X	X	X	6	2,100	6	12,600.00
			(BOOKENDS)														

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Contract No 403311	Contract Dt 10-23-2012	Revision Dt 11-02-2012	Rev# 7	Advertiser TRIVEDI FOR CONGRESS, MANAN	Brand TRIVEDI FOR CONGRESS-CD#6	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA						
Agency Est#			CMS # 247006	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-26-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247006				
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
18	11-05-2012	11-05-2012	11:00PM - 11:35PM (BOOKENDS)	LATE NEWS MO-SU (6969)				9	15	X							2	2,100	2	4,200.00
19	10-26-2012	10-26-2012	06:00AM - 07:00AM (BOOKENDS)	MORNING NEWS 6A MO-FR (6949)				8	15					X			2	1,000	2	2,000.00
20	10-26-2012	10-26-2012	07:00AM - 09:00AM (BOOKENDS)	MORNING NEWS GMA 7A MO-FR (6910)				9	15					X			2	750	2	1,500.00
21	10-27-2012	10-27-2012	09:00AM - 10:00AM (BOOKENDS)	WEEKEND NWS 9-10A SA (10928)				9	15						X		2	350	2	700.00
22	10-28-2012	10-28-2012	09:00AM - 10:00AM (BOOKENDS)	WEEKEND NWS 9-1030A SU (7057)				8	15							X	2	450	2	900.00
23	10-26-2012	10-26-2012	05:00PM - 06:00PM (BOOKENDS)	EARLY NEWS 5P MO-FR (6988)				9	15					X			2	1,100	2	2,200.00
24	10-26-2012	10-26-2012	06:00PM - 06:30PM (BOOKENDS)	EARLY NEWS 6P MO-FR (6989)				9	15					X			2	1,500	2	3,000.00
25	11-04-2012	11-04-2012	12:00PM - 01:00PM (BOOKENDS)	WEEKEND NWS 12-1P SU (7060)				9	15							X	2	250	2	500.00
26	11-04-2012	11-04-2012	09:00AM - 10:00AM (BOOKENDS)	WEEKEND NWS 9-1030A SU (7057)				9	15							X	2	325	2	650.00
27	11-03-2012	11-03-2012	09:00AM - 10:00AM (BOOKENDS)	WEEKEND NWS 9-10A SA (10928)				9	15						X		2	350	2	700.00
28	11-04-2012	11-04-2012	04:30AM - 04:59AM (BOOKENDS)	MORNING NEWS 430-5AM SUN (8161)				8	15							X	2	175	2	350.00
29	11-05-2012	11-05-2012	04:30AM - 04:59AM (BOOKENDS)	MORNING NEWS 430-5AM MO-TH (7585)				8	15	X							2	175	2	350.00
30	11-05-2012	11-05-2012	05:00PM - 06:00PM (BOOKENDS)	EARLY NEWS 5P MO-FR (6988)				9	15	X							2	1,100	2	2,200.00
31	11-05-2012	11-05-2012	03:00PM - 04:00PM (BOOKENDS)	DAYTIME 3-4P MO-FR (7997)				9	15	X							4	350	4	1,400.00
32	11-05-2012	11-05-2012	06:00AM - 07:00AM (BOOKENDS)	MORNING NEWS 6A MO-FR (6949)				9	15	X							2	750	2	1,500.00

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Agency Est#			CMS # 247006	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD		Start Date 10-26-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 247006						
Line	Start Date	End Date	Time Period	Description					RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
33	11-06-2012	11-06-2012	07:00AM - 09:00AM (BOOKENDS)	MORNING NEWS GMA 7A MO-FR (6910)					9	15	X							2	750	2	1,500.00
34	11-05-2012	11-05-2012	02:05AM - 04:59AM (BOOKENDS)	LF OVERNIGHTS 205-459A MO-SU (6994)					8	15	X							2	25	2	50.00
																		Contracted Gross Total:		140	133,400.00
																		Actual Gross Total:		144	133,350.00
																		Agency Commission:			20,002.50
																		Net Total:			113,347.50
Month/YR		Preempted			Made Good			Contract Total			Adjustments					Actual Total					
Oct 12		0.00			0.00			10,300.00			0.00					10,300.00					
Nov 12		8,750.00			8,700.00			123,100.00			50.00 CR					123,050.00					
TOTAL		8,750.00			8,700.00			133,400.00			50.00 CR					133,350.00					

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